

Message Text

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FOR COMMERCE/BEWT

VIENNA FOR EWTC

E.O. 11652: N/A

TAGS: BEXP, BTRA, RO

SUBJ: TRADE PROMOTION: GENERAL ELECTRIC EAST EUROPE FORUM

REFS: A) BUCHAREST 0003, B) BUCHAREST 0198

1. GE CONCLUDED SUCCESSFUL, THREE-DAY, "EAST EUROPE FORUM" ON WEDNESDAY, JANUARY 16, BRINJWNG TOGETHER IN BUCHAREST ABOUT 20 REPRESENTATIVES FROM VARIOUS GE DIVISIONS DOING BUSINESS IN EAST EUROPE AND WIDE RANGE OF HIGH LEVEL GOR OFFICIALS. HIGH-LIGHT OF FORUM WAS MEETING WITH DEPUTY PRIME MINISTER MANEA MANESCU TO DISCUSS SPECIFIC SUBJECTS INCLUDED IN FRAMEWORK AGREEMENT BETWEEN GE AND ROMANIA SIGNED IN US DURING PRESIDENT CEAUSESCU'S VISIT.

2. FORUM WAS FIRST HIGHLY VISIBLE, PRACTICAL MANIFESTATION OF RESULTS OF CEAUSESCU'S VISIT TO U.S., AND, IN KEEPING WITH POSITIVE NATURE OF PUBLICITY ON TRIP GIVEN BY ROMANIAN MEDIA AND ROMANIAN OFFICIALS, GOR RESPONDED TO GE FORUM WITH IMPRESSIVE DISPLAY OF HIGH LEVEL ROMANIAN ECONOMIC OFFICIALS AT WORKING MEETINGS, AND ENDED OFFICIAL PORTION OF VISIT WITH LUNCHEON AT INTERCONTINENTAL HOTEL FOR ABOUT 30 PEOPLE, HOSTED BY MANESCU HIMSELF.

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3. WORKING MEETINGS WERE LED BY THREE GE EXECUTIVES WORKING

OUT OF GENEVA OFFICE. AMONG ROMANIANS ATTENDING WORKING SESSIONS WERE DEPUTY MINISTERS OF ELECTRIC ENERGY, MACHINE TOOLS, HEAVY MACHINERY AND FOREIGN TRADE, DIRECTOR GENERALS FROM INDUSTRIAL CENTRALS FOR MACHINE TOOLS AND FOR AERONAUTICS, AND MINISTERIAL COUNCELLORS FROM ALL OF ABOVE MINISTRIES. AT ROMANIAN REQUEST, DISCUSSIONS WERE BASED ON TOPICS INCLUDED IN GE/GOR AGREEMENT, BUT IN FACT CONCENTRATED ON SLES AND COOPERATIVE POSSIBILITIES IN FIELDS OF NUCLEAR ENERGY, COMPUTER TIME SHARING, OFFSHORE OIL DRILLING, NUMERICAL CONTROL SYSTEMS, DIESEL AND DIESEL ELECTRIC LOCOMOTIVES, AND MEDICAL SYSTEMS. WHILE INITIAL THRUST OF GE EFFORT WAS TOWARD DIRECT SALES, COMPANY ALSO INCLUDED IN DELEGATION REPRESENTATIVES OF LICENSING DIVISION AND PROCUREMENT DIVISION; ROMANIANS FOCUSED IN QUICKLY ON THESE TWO REPS AND ARRANGED SERIES OF SEPARATE MEETINGS FOR THEM FOLLOWING CONCLUSION OF FORUM. SEVERAL OTHER GE REPS WILL STAY ON TO FOLLOW UP ON LEADS DEVELOPED DURING FORUM.

4. AT MANESCU'S CLOSING MEETING AND LUNCHEON GOR AGAIN DEMONSTRATED SIGNIFICANCE IT ATTACHED TO FORUM BY TURNING OUT PRESIDENTIAL COUNSELLOR PUNGAN, MINISTER OF ELECTRIC ENERGY BABALAU, VICE PRESIDENT OF NUCLEAR ENERGY COMMITTEE AND SEVERAL OTHERS OF DEPUTY MINISTER AND COUNSELLOR RANK.

5. WHILE NO SPECIFIC CONTRACTS WERE SIGNED (AND THIS WAS NOT PRINCIPAL PURPOSE OF SERIP), FORUM WAS SUCCESSFUL IN CREATING SOLID BASIS FOR CLOSER COMMERCIAL RELATIONS BETWEEN GE AND ROMANIAN FTO'S AND IN DEMONSTRATING PRACTICAL, POSITIVE RESULTS OF CEAUSESCU'S TRIP TO U.S. (THIS LATTER POINT ESPECIALLY IMPORTANT TO GOR SINCE FORUM COULD BE SHOWN AS EVIDENCE OF REAL RETURN GARNERED BY CEAUSESCU'S PERSONAL DIPLOMACY ABROAD, AND AS POSSIBLE BASIS FOR ADDITIONAL SOURCE OF HIGH TECHNOLOGY, EQUIPMENT AND ASSISTANCE FROM MAJOR WESTERN FIRM AS UNDERPINNING FOR ROMANIAN INDEPENDENT STANCE2.)
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